

TO Business

 **Toronto** Economic Development

...speaking with the business community

October 2009

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Delivering on the Agenda for Prosperity

Since the January 2008 release of the Agenda for Prosperity—an action plan to stimulate economic competitiveness and growth—many initiatives have been undertaken to implement its strategic directions.

These initiatives centre around four pillars that provide the framework for the Agenda:

- Proactive Toronto: Business Climate
- Global Toronto: Internationalization
- Creative Toronto: Productivity and Growth
- One Toronto: Economic Opportunity and Inclusion

Following is an overview of recent initiatives supporting the Agenda for Prosperity:

1. Proactive Toronto: Business Climate

Improve the business climate within the city to enable, accelerate and attract economic growth.

• 500 infrastructure projects ready to roll

Work is ready to begin immediately on more than 500 infrastructure projects in Toronto.

Projects include upgrades to roads, water and sewage infrastructure, public transit, municipal buildings, community centres and cultural facilities.

A total combined Canada-Toronto investment of more than half a billion dollars is being spent in Toronto through the federal Infrastructure Stimulus Fund.

The funding is being provided for projects across Canada that can be materially completed by March 2011.

For background information and the list of projects in Toronto to be funded under the Infrastructure Stimulus Fund click [here](#).

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• **Invest Toronto begins search for new CEO**

In his role as Interim Chief Executive Officer of Invest Toronto, Mayor David Miller announced the search for a new CEO will be undertaken by the newly formed Governance Committee of the organization's board of directors.

Mayor Miller will remain as the Interim CEO of the corporation until a new CEO is in place.

Responsibility for overseeing day-to-day business operations will be managed by Nick Lewis, Senior Economic Development Advisor to Mayor Miller and Michael Williams, the General Manager of Economic Development, Culture and Tourism of the City of Toronto.

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• **Third consecutive reduction in airport landing fees**

For the third consecutive year landing fees and terminal charges at Toronto Pearson International Airport have been reduced. The 10 per cent reduction, effective January 2010, will result in an estimated savings of \$58.4 million to the airline industry at Toronto Pearson.

Visit the Greater Toronto Airports Authority for more information.

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2. Global Toronto: Internationalization

Diversify Toronto's international portfolio by substantially increasing economic activity with cities beyond North America with a focus on emerging markets.

• **Canada 9th most globally competitive country: World Economic Forum**

For the second year in a row, Canada's banks were rated best in the world in terms of soundness in the Global Competitiveness Report 2009-2010, released by the World Economic Forum.

Leading macro and business economists of the World Economic Forum's Global Agenda Councils found that of 37 countries studied, Canada, along with Brazil, India, China and Australia, is likely to see a slight improvement in global competitiveness as a consequence of the global recession.

Canada moves up one more place this year to 9th in the overall ranking. The report found that Canada benefits from excellent transport and telecommunications infrastructure; highly efficient markets, particularly labour and financial markets; and

well-functioning/ transparent institutions.

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• **Alliance established to promote investment and trade**

The Greater Toronto Marketing Alliance (GTMA) and the European Chamber of Commerce in Toronto (EUCOCIT) have signed a Memorandum of Understanding which commits both organizations to establish a bi-lateral alliance to assist their partners and members identify and attract investment and trade opportunities.

The GTMA and EUCOCIT are hoping to take advantages of the opportunities which arise from the Comprehensive Economic and Trade Agreement (CETA) being negotiated between the European Union and the Government of Canada. It is intended that CETA will have a broader scope than NAFTA.

The European Union and the Government of Canada are actively working towards deeper bi-lateral trade relationships and the removal of barriers to investment between Canada and the EU.

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3. Creative Toronto: Productivity and Growth

Anchor and expand strategic industry sectors through increased competition and collaboration.

• **Sunnybrook to remove 18,000 tonnes of carbon emissions**

Sunnybrook Health Sciences Centre received over \$1.7 million in Sustainable Energy Funds from the City of Toronto to implement a major energy project aimed at conserving energy and reducing the health centre's carbon footprint.

Sustainable Energy Funds (SEF) are offered as zero-interest loans, repayable over 10 to 20 years, to assist with the upfront costs associated with energy conservation and renewable energy projects.

This zero-interest loan was made through the City's SEF and is managed by the Energy Efficiency Office (EEO) as part of the Better Buildings Partnership (BBP) office for energy efficiency improvements in Toronto buildings.

The project comprises a major building retrofit and a new 100 kW solar photovoltaic renewable energy installation. Once the project is completed, Sunnybrook Health Sciences expects to save more than \$2.4 million in energy costs a year, or about 424.5 million kilowatt hours of energy.

Together with the solar photovoltaic installation, almost 18,000 tonnes of carbon emissions will be removed from the atmosphere, which is equivalent to eliminating the emissions of about 3,600 cars each year.

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• **Microsoft Canada partners with Toronto to support Priority Neighbourhoods**

Together with the City of Toronto, Microsoft Canada has announced the expansion of the ProTech Media Centre program to include three Priority Neighbourhoods.

ProTech Centres provide youth with free access to state-of-the-art technology including

digital arts (animation, web design, digital photography, audio and video editing) and Microsoft curricula to introduce youth to potential careers in new media while providing computer literacy skills and creating opportunities for self-expression.

The Kennedy-Eglinton ProTech Media Centre, which opened this summer, is the second centre of its kind in Toronto - the first, the Rexdale ProTech Media Centre in Jamestown, launched in 2007. Planning for additional centres in Malvern and Weston-Mount Dennis is underway.

The expansion effort is made possible by a Microsoft Canada Unlimited Potential Community Technology Skills grant, which includes a digital learning curriculum, Microsoft-based technology and \$1 million. The City of Toronto is supporting the program through its Partnership Opportunities Legacy Fund, which has set aside \$13 million for Toronto's 13 Priority Neighbourhoods for Investment, to be leveraged by funding from outside partners for youth-focused social and recreational infrastructure projects.

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• Seven Toronto firms among Canada's best emerging green-tech companies

Canadian Business magazine together with Drayton Weissenfels and Yet2.com, a technology transfer marketplace, launched the www.clean15.com competition and Toronto firm Vive Nano came out on top.

Vive Nano's focus is to be a world leader in the commercialization of nanotechnology-based products and materials for crop protection and catalyst applications.

Other Toronto companies joining Vive Nano on the winner's list were NiM TECH; Morgan Solar Inc.; YIELD renewable energy producers; Avante Security Inc.; BACTECH; and Remco Solid State Lighting Inc.

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4. One Toronto: Economic Opportunity and Inclusion

Enhance and expand Toronto's labour force and ensure that all residents have equitable access to the benefits of Toronto's enhanced economic competitiveness and growth.

• Small Business Forum 2009 challenged entrepreneurs to Dream Up

Over 1,500 entrepreneurs attended the Small Business Forum 2009 to explore where they want to take their businesses.

The event was hosted by Enterprise Toronto and the City of Toronto. Sponsors and partners included Scotiabank Small Business Banking, PayPal Canada and Yahoo! Canada as well as the National Angel Capital Organization, Toronto Community News, the Ministry of Economic Development and Trade, Thomson Reuters and CBC Dragon's Den.

Attendees participated in 16 roundtable discussions and in-depth seminars presented by industry leaders and toured the trade show floor which had 70 exhibitors and experts in business incubation, accounting, intellectual property, market research, and research and development grants.

Entrepreneur and philanthropist W. Brett Wilson, of CBC's Dragons' Den, launched the forum with an engaging Q & A.

Enterprise Toronto provides services and programs for Toronto's entrepreneurs and small businesses including business plan consultations, free seminars, business name registrations and BizPaL. Enterprise Toronto is part of the Business Services Section within the City of Toronto, Economic Development, Culture and Tourism Division.

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• Toronto to host WorldPride 2014

Toronto has been chosen as host city for WorldPride in 2014.

Presented by InterPride, WorldPride promotes lesbian, gay, bisexual, and transgender (LGBT) issues on an international level through parades, festivals, and other cultural activities.

Toronto Pride Week is one of the largest Pride events in the world attracting more than 1 million visitors annually. This year's celebration contributed more than \$100 million to the provincial economy.

The most recent WorldPride took place in Jerusalem in 2006, and the next one is set for just prior to the Olympic and Paralympic Games in London, England in 2012.

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• 311 Toronto: customer service a phone call away

The City of Toronto has launched 311 Toronto, the City's largest customer service improvement undertaken since amalgamation.

Businesses, residents and visitors can call 311 to access non-emergency city services and information 24 hours a day, seven days a week. Customer Service Representatives respond to information requests, take service requests and resolve the majority of enquiries without a call transfer to other City departments.

During the first week of operation, 311 Customer Service Representatives answered 18,942 calls.

In the coming months, 311 will expand to include self service on the City's website at www.toronto.ca/311.

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• Job Creation Partnership helps Toronto's unemployed

Through Ministry of Training, Colleges and Universities funding, the City's Economic Development, Culture and Tourism Department has provided 40 unemployed individuals with work placements within Business Improvement Areas, in conjunction with the Toronto Association of Business Improvement Areas and festival/event organizations across Toronto.

The Job Creation Partnership program is a unique 44-week placement that allows partners to expand operations and take on new projects while participants upgrade their skills, network with the business community, and extend their Employment Insurance benefits. Ultimately, the participants will use this experience to secure permanent employment.

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• Toronto Public Health set to launch H1N1 vaccine clinics

Toronto Public Health is encouraging everyone to get immunized against the H1N1 flu virus at public clinics beginning November 2. The clinics will run for approximately six weeks in 10 locations across the city.

The clinics are open to all Torontonians. Those who would benefit most from early vaccination are encouraged to come out first. These groups include:

- People with chronic medical conditions under the age of 65
- Healthy children from six months to five years old
- Care providers and household contacts of persons at high risk who cannot be immunized or may not respond to vaccines
- Health care workers
- Pregnant women - adjuvanted vaccine is available for women who are more than 20 weeks pregnant. Women less than 20 weeks pregnant and who do not have an underlying medical condition may wish to wait until unadjuvanted vaccine is available.

Starting on October 26, Toronto Public Health is offering vaccine to City staff who are health care workers, and to those who provide care to ill clients.

In addition, Toronto Public Health has sent letters to hospitals, long-term care homes, correctional facilities, and approximately 4,000 doctors across the city inviting them to deliver vaccine to their staff and patients.

A backgrounder with clinic hours and locations is available at www.toronto.ca/health.

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5. Calendar**Upcoming Enterprise Toronto Events and Seminars**

The events listed below are a highlight of the many events hosted by Enterprise Toronto. For a full listing of events please visit the [website](#).

U.S. Market Research**October 29, 2009**

8 to 9:30 a.m.

North York Civic Centre

5100 Yonge St.

Committee Room #3

The seminar will focus on an introduction to U.S. market research techniques and resources. You will learn cost-effective strategies that will allow you to gather necessary information needed to make sound business decisions. Presented by Maggie Weaver.

Starting Your Start-Up**November 3, 2009**

8 to 9:30 a.m.

North York Civic Centre

5100 Yonge St.

Committee Room #3

So you have a great business idea. What do you actually do next? This seminar will provide you some practical steps of how to take your idea from thought through to execution. It will focus on: Viability Assessment, Planning and the Development of a

Pilot or Prototype for your start-up. Presented by Adrian Isaacs.

Sell Your New Product To A Retailer! Tips From The Buyer's Side Of The Desk
November 5, 2009

8 to 9:30 a.m.

Toronto City Hall, 100 Queen Street West
Committee Room #4

For vendors seeking product placement and growth in the Canadian retail market, Kathleen Murray will share her expertise gained from over 25 years in the retail business by helping you understand the expectations of today's retail buyer and thus gain a competitive edge in selling your product. Presented by Kathleen Murray.

Upcoming Toronto Conferences

SIOR (Society of Industrial and Office Realtors) Fall World Conference
October 29 - 31, 2009

The Fairmont Royal York
www.siordata.com

SIOR is a leading professional commercial and industrial real estate association. With more than 3,200 members in 590 cities in 25 countries, SIOR represents today's most knowledgeable, experienced, and successful commercial real estate brokerage specialists. The conference will provide the opportunity for attendees to increase their professional success and enhance their business networks.

The Summit on Transforming Service Jobs
November 16, 2009

Toronto Reference Library, 789 Yonge Street
Bram and Bluma Appel Salon
8:45 a.m. to 4 p.m.

www.competeprosper.ca

Presented by the Institute for Competitiveness & Prosperity, the Summit on Transforming Service Jobs will explore the challenges and opportunities for workers in our service economy. Moderator Steve Paikin, host of TVO's The Agenda will lead attendees as they learn more about workforce trends and jobs in the creative age, particularly with respect to service occupations. Participants will hear from leaders in business, academia and organized labour and participate in discussions on how we can develop a service economy agenda with these leading organizations: The City of Toronto, Martin Prosperity Institute, and Intergovernmental Committee for Economic and Labour Force Development in Toronto (ICE). Register today.

Advertising Week 2010
January 25-29, 2010

www.advertisingweek.ca

Join the Canadian advertising and marketing community for an exciting, week-long celebration of our craft. Advertising Week is a limited, once-a-year opportunity to explore the dynamic world in which we live and work. The week is full of seminars, creative presentations and educational sessions that will both stimulate and inspire. Under the leadership of the Institute of Communication Agencies (ICA), Advertising Week will be held from January 25-29, 2010 in six of Canada's creative hubs: Toronto, Montreal, Halifax, Vancouver, Edmonton and Calgary.

6. Contact us

Contact us at cknipfel@toronto.ca with ideas for future newsletter topics, questions about issues raised, or to add names to our distribution list.

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7. Here to help

If you are looking to expand or relocate, or need assistance with city, provincial or federal agencies, contact investing@toronto.ca. We are able to put you in touch with key contacts to expedite your business plans.

Learn more about Toronto's comprehensive business services.

See past issues of [TO business](#).

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